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**AMENDMENT UNDER 37 CFR 1.116
EXPEDITED PROCEDURE –
EXAMINING GROUP 3622**

TOWNSEND and TOWNSEND and CREW LLP

By: / Maria A. Mammina /

PATENT
Attorney Docket No.: 026014-002301US
Client Ref. No.: REG00544 2003 PT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Nathaniel Blake SCHOLL

Application No.: 10/748,694

Filed: December 30, 2003

For: METHOD AND SYSTEM FOR
PLACING ADVERTISEMENTS BASED
ON SELECTION OF LINKS THAT ARE
NOT PROMINENTLY DISPLAYED

Customer No.: 20350

Confirmation No. 2002

Examiner: RETTA, YEHDEGA

Art Unit: 3622

**AMENDMENT UNDER 37 CFR 1.116
EXPEDITED PROCEDURE EXAMINING
GROUP 3622**

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
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Commissioner:

In response to the Final Office Action mailed April 9, 2010, on the above-referenced application, please enter the following amendments and remarks:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 8 of this paper.